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SUBJECT: LAUNCHING THE 'NEXT BIG THING' INITIATIVE FOR
U.S.-EU CLEAN ENERGY OUTREACH AND PARTNERING DURING
SWEDISH EU PRESIDENCY

REF: A. STOCKHOLM 202
[1](#)B. STATE 40579

[1](#)1. (U) This is an action request for all posts in EU Member State capitals as well as USEU Brussels. Please see para 2-10. Stockholm and USEU only, please see additional action at para 10.

[1](#)2. (SBU) Embassy Stockholm initiated in 2006 a program of cooperation with Sweden on alternative energy technology, dubbed the 'One Big Thing' (OBT). Viewing energy technology as a cornerstone to combating climate change, and recognizing shared goals and strengths in alternative energy, the OBT stimulated U.S.-Swedish cooperation on alternative energy-related technology and R&D, finance and investment, public policy, and public awareness. The OBT fostered excellent government-to-government cooperation and spurred an estimated \$150-\$200M in business relationships. It also led to very positive media coverage of U.S. environmental policies in Sweden, creating a 'halo effect' that helped improve the U.S. image in Sweden.

[1](#)3. (SBU) Building on the highly successful OBT initiative, Washington hereby launches the 'Next Big Thing' (NBT) across all our Missions in EU Member States, broadening Embassy Stockholm's bilateral work. This EU-wide project is launched in recognition of Sweden's plans to make climate change one of its EU presidency priorities, and as the international community intensifies its work in the run-up to the December Copenhagen conference on climate change (Conference of Parties (COP) 15). Department expresses appreciation to Stockholm and USEU Brussels for Ref A and their other work to develop this constructive response to our diplomatic and commercial interests in Europe in climate change and energy technology.

[1](#)4. (SBU) Washington agencies support this initiative and its promotion of (1) U.S. energy technology firms and links with EU counterparts, with the goal of developing international commercial partnerships to advance technology R&D and commercialization, and (2) public diplomacy efforts highlighting green technology cooperation and use. There is agreement that our diplomatic goal is to profile the strong efforts the U.S. is making, including in the private sector and in public-private partnerships, to develop energy technology as a cornerstone in combating climate change. Our commercial goal is to promote U.S. firms' commercial interests.

[1](#)5. (SBU) Department urges Posts to frame the initiatives below in the context of the significant changes in U.S. policy on climate change since January 20, 2009. Department urges Posts to draw on Ref B and such sources

as Special Envoy for Climate Change Todd Stern's March 3 remarks in Washington:
<http://www.state.gov/g/oes/rls/remarks/2009/119983.htm>
and the broader collection of materials on State's climate page:
www.state.gov/g/oes/climate
Posts will receive Septel broader points on climate policy for both diplomatic and public diplomacy purposes.

¶6. (SBU) In addition, when discussing greening activities at Post, the Department urges Posts to highlight Secretary Clinton's Greening Diplomacy Initiative launched on Earth Day. Remarks are available at:
<http://www.state.gov/secretary/rm/2009a/04/122064.htm>

¶7. (SBU) Department instructs Posts in EU Member State capitals and USEU Brussels to pursue the objectives and tasks outlined below.

¶8. (SBU) Tasks related to promotion of U.S. firms will be the responsibility of the Department of Commerce in Washington and at Posts:

LISTING AND HIGHLIGHTING U.S. FIRMS WITH INNOVATIVE GREEN TECHNOLOGIES, OR U.S. INNOVATIONS, THAT COULD BE UTILIZED BY EU BUSINESSES

STATE 00064364 002 OF 004

SUBJECT: LAUNCHING THE 'NEXT BIG THING' INITIATIVE FOR U.S.-EU CLEAN ENERGY OUTREACH AND PARTNERING DURING SWEDISH EU PRESIDENCY

-To showcase the positive contribution the U.S. business sector has made in providing climate change solutions, U.S. embassies in the 27 EU member state capitals should highlight U.S. companies that offer clean tech products and services. Fact sheets on Embassy websites should detail U.S. strengths in such areas as solar power, fuel cells, energy efficiency and green buildings.

-Led by DOC, with support in press and web communication by State and Posts

EXPANDING TECHNOLOGY PARTNERSHIPS WITH EUROPEAN PARTNERS

-In order to expand transatlantic partnering we will encourage the Swedish presidency and others in the EU to develop a parallel effort listing EU firms. (One of the most successful aspects of the 'One Big Thing' initiative in Sweden was the 'A-List,' which contains one-page descriptions of more than 50 promising Swedish clean tech companies identified by Embassy Stockholm. The Embassy publicized this list in the local media and shared it with U.S. investors and businesses seeking Swedish partners. The Swedish business community saw the list as a novel way to attract customers and the Swedish media was captivated by the idea that the U.S. Embassy is interested in Swedish innovations.)

-Action by Embassy Stockholm and USEU, likely working with presidency officials, the European Commission and industry associations

"BRIGHT GREEN" TRADE SHOW AND EU GREEN BUILD ROAD SHOW IN U.S.

-Highlight U.S. efforts in alternative energy and energy conservation through the strong presence of U.S. companies in Europe at "Bright Green," the trade show being organized in connection with COP 15. U.S. companies are already being recruited for the event.

-Led by FCS Stockholm and Paris, with support in press and web communication from State

¶9. (SBU) PD-related tasks should be undertaken by PA Sections at all our EU Missions in cooperation with the

Missions' FCS and ECON sections. EUR/PPD will provide assistance to guide posts in their efforts and coordinate with other Washington PD elements:

PUBLICIZING U.S.-EU ENERGY TECHNOLOGY COOPERATION, THROUGH DESCRIPTIONS OF COOPERATION BETWEEN THE DEPARTMENT OF ENERGY AND OTHER PARTS OF THE U.S. GOVERNMENT WITH BOTH THE EUROPEAN COMMISSION AND WITH INDIVIDUAL MEMBER STATE GOVERNMENTS

-Subjects include but are not limited to solar, hydrogen and fuel cells, bioenergy, carbon capture and storage, and energy efficiency. Items should appear on Mission websites and be shared with host country and EU counterparts for possible inclusion in their literature/websites.

-Action by USEU, Embassy Stockholm, EUR posts, Department of Energy. Inventory work to be coordinated by USEU, EUR/ERA, and Department of Energy headquarters.

-To support this goal Posts are asked to inform USEU, EUR/ERA, and DOE HQ (Jeff Skeer, Jeff.Skeer@hq.doe.gov) about major ongoing energy technology cooperative efforts about which they are already aware.

RESEARCHER EXCHANGES/VISITS

-U.S. Missions in EU Member States should also consider promoting researcher exchanges or visits. Often these are the easiest cooperative efforts bureaucratically, and in many cases, provide excellent stories for public diplomacy efforts. Additionally, utilization of AAAS fellows or of the existing Embassy Science Fellow program will expand Embassies' scientific networks, ultimately providing returns over several years. Embassies Berlin, Brussels, Madrid, Rome, and The Hague are in a particularly important position, as their host countries house the European Commission's Joint Research Center (JRC) laboratories.

-Action at option of individual Post. Posts are requested to keep USEU, EUR/ERA, and DOE HQ (Jeff Skeer) informed of relevant exchanges once agreed.

STATE 00064364 003 OF 004

JOIN "LEAGUE OF GREEN EMBASSIES"

-Greening our USG facilities overseas, and informing host country publics of what we have done, is already underway at many missions. More than 30 posts worldwide, the majority from EUR, have joined the League, pledging to reduce the carbon footprints of their facilities and fleets and to share best practices in Embassy greening via an intranet website. Embassies in all EU member states are encouraged to join the Green League, take emissions-reducing actions, and catalog these efforts so we can incorporate them into both EU-wide and member state public diplomacy outreach.

-Action at option of individual Post

"LEAGUE OF GREEN EMBASSIES"-RELATED ACTIVITIES

-U.S. missions in EU Member States should participate in a coordinated 'Green Embassies Day' to publicize their local efforts and how they fit into a broader agenda, including Department of Energy and Department of State cooperation to make Embassies greener. Further information is available at:

www.energy.gov/news/6774.htm

-Note and publicize related U.S. Government efforts, such as the Federal Energy Management Program (FEMP), working to reduce energy use at all U.S. Government facilities. FEMP helps save energy and taxpayer dollars by advancing energy efficiency and water conservation, promoting the use of distributed and renewable energy, and improving

utility management decisions at U.S. Government worksites.

-U.S. Embassies should also participate actively and encourage private partners to participate in Europe-wide campaigns (such as Green Week, Sustainable Energy Week, Sustainable Energy Europe Awards, or others to be scheduled during the Swedish Presidency).

-Actions at option of individual Post

AMPLIFIED PUBLIC DIPLOMACY ON CLIMATE AND ENERGY THEMES

-As part of EUR's larger public diplomacy strategy on energy and the environment, posts should expand our public diplomacy on U.S.-E.U. alternative energy cooperation. Posts should deploy traditional PD tools to counter the image of the U.S. as lagging behind Europe in addressing climate change. DVCs and webchats may replace public speaking opportunities when travel is not feasible. Multi-embassy events using new media are also encouraged, to address resource constraints.

-Action by EUR missions, USEU, Embassy Stockholm, with support from EUR/PPD and Department of Energy

EUROPEAN VOLUNTARY VISITOR PROGRAM ON ALTERNATIVE ENERGY AND GREEN TECHNOLOGY

-USEU will develop and solicit nominations from Posts for a Visitor program with visitors from multiple countries, highlighting U.S. alternative energy sources and U.S. leadership in developing green technology. Visit sites could include the Department of Energy's National Renewable Energy Laboratory (NREL) and National Energy Technology Center (NETL).

-Action by USEU, developing program in coordination with Voluntary Visitor Office and interested posts.

EUROPEAN JOURNALISTS' TOUR OF U.S.

-A group of up-and-coming journalists from across Europe will visit the U.S. on a Foreign Press Center tour to see examples of successful energy-saving and green-technology initiatives. They will learn about policy on federal, state and local levels and gain exposure to how ongoing independent initiatives are contributing to a reduction in emissions and increased energy efficiency.

-Action by USEU PA, in coordination with EUR/PPD, Foreign Press Center and EUR posts

INFORMATION RESOURCES AND OTHER EFFORTS

-USEU PA, in coordination with EUR/PPD and possibly the Bureau of International Information Programs, will develop

STATE 00064364 004 OF 004

SUBJECT: LAUNCHING THE 'NEXT BIG THING' INITIATIVE FOR U.S.-EU CLEAN ENERGY OUTREACH AND PARTNERING DURING SWEDISH EU PRESIDEN

and bundle informational resources, such as fact sheets detailing greening initiatives of our embassies in EU Member States.

-Missions in EU Member States are also encouraged to utilize alternative energy-themed IIP products, such as IIP videos and e-journals.

-Missions are asked to submit content proposals to IIP, to highlight Embassy energy technology initiatives on America.gov

-Posts are reminded of the U.S. presence at COP-15 as another opportunity to promote the themes of the 'Next Big Thing' initiative, including alongside bilateral or EU partners. Washington sees DVCs in the lead up to COP-15 as a key part of the COP-15 public diplomacy strategy.

-Action by USEU PA, EUR posts, EUR/PPD, Department of

Energy

¶10. (SBU) Further Action Request for Stockholm and USEU only: Engage in further discussion on this project with Government of Sweden and European Commission, considering whether to seek official Swedish/EU support for this initiative, and what form that support might take.

¶11. (U) For additional questions or clarification, first points of contact are State/EUR/ERA (Matthew Beh, behmk@state.gov), State/EUR/PPD (Leila Kamgar, KamgarLJ@state.gov), State/EEB/ESC (Danielle Monosson, MonossonDH@state.gov), Department of Energy (Jeff Skeer, Jeff.Skeer@hq.doe.gov), and USEU Brussels (Robert Dollinger, DollingerRA@state.gov).
CLINTON